

How to Pick an Accountant

Or, Five Easy Steps to Making Your Life Easier



Selecting an accounting firm isn't easy. Once you get past the fancy logo and swank office furniture, it can be hard to tell who really has your best interest at heart. How can you determine which firm knows what they're doing and who's just faking it? And how can you find a professional who's willing to give you personal service, not just shuffle you out the door? Here's five keys to making a smart choice.

1

Work with the Guy Whose Name is on the Door.

You shouldn't have to see a different CPA every time you visit your accountant. At Rapacki + Co. you'll work with our founder, Joe – someone who understands your situation and your goals. Rapacki + Co. is a small firm. We've kept it that way on purpose. Being small allows us to focus on serving your unique needs. Unlike larger firms, who often focus on selling you more services whether you need them or not, we always work for your best interests.

“I had been a customer of a large accounting firm, but not only do I get better service [with Rapacki + Co.], but my CPA invoices are less.”

Ben M.

Focus on the Value, Not the Furniture.

2

It's nice to go to a fancy office with plush furniture. Helps you feel like you've made it. After all, if your accountant can afford these luxurious digs, it must mean they're good at what they do, right? Or maybe they're just overcharging you. Ask yourself: are you paying for expert advice or extravagant furnishings?

On the other hand, going to a strip mall for your tax filing isn't the right solution either. Oh sure, you may feel like you're saving money, but ask yourself how they can run a business with such small fees. It's not just the furniture that's cheap. That so-called professional accountant's experience probably consists of a two-week crash course in tax filing. Is that who you want to trust with your hard-earned finances?

At Rapacki + Co., we've got nice chairs for you to sit in. We think they're quite comfortable. But we put a lot more thought and effort into your financial situation than planning the decor. And our team has the experience you can trust to get the job done right.

“Thank you for all your assistance with my mother’s taxes over the years. You’ve been a good friend to her.”

Karen A.

3

Don't Trust It to the Junior Partner.

We get it: taxes aren't fun. They're complicated, and no one wants to deal with the stress of figuring them out. But tax planning impacts every element of your financial life, from insurance and investing to retirement planning and estate preservation. At Rapacki + Co., we are in the unique position to understand how a decision in one of these areas can affect all of the others.

Your tax and financial planning needs are unique. That's why we never use a cookie cutter, one-size-fits all approach. Depending on your individual situation, we work with a select group of outside team members that are available to optimize your business, personal, and family wealth.

“I appreciate your willingness to straighten out my confusing finances.”

John B.

Look for an Intense Passion for the Work.

Joe has more than 15 years of public accounting experience. He understands the determination and challenges of executives and small business owners, as well as retirees and young families. Whether it's tax planning, payroll, or financial accounting, you can profit from his experience and wisdom. And he is committed to helping you achieve your financial goals.

Joe holds master's degrees in both Taxation and Professional Accounting, and he keeps current with new rule changes through continuing professional development. Of course wisdom does not come from academics, but from real life experience. As an entrepreneur and family man, Joe's background gives him the know-how to tackle whatever hurdles you're facing.



“Thank you again for all your time. We really appreciate it – and it feels good to have some solid guidance.”

Lisa I.

5

Ask for Referrals

People who will file your tax returns are a dime a dozen. Finding someone who can help you plan for the future and realize your dreams is much harder. As with most services, all the puffery in the world is meaningless if the company fails to deliver. Before choosing a new accounting firm, be sure they have a good reputation. We're proud of our track record and the results we've delivered for our clients. Go ahead, ask them.

About Rapacki + Co.

Rapacki + Co. is committed to the highest professional standards. We are members of the Private Companies Practice Section of the AICPA's Division for CPA Firms. Our work product and quality controls are regularly examined and certified by specially trained CPAs. We're proud of our performance and are happy to share the results with you.

We believe the value we provide is not based on the time spent preparing your tax returns, but in the impact our work has on your finances and peace of mind.

Call us to see the big difference a small firm can make – 888 Rapacki (727 2254).



Rapacki + Company PA

Edina Office

952 945 5011

6800 France Avenue South, Suite 120

Edina MN 55435

Nantucket Office

508 228 9090

PO Box 718

Nantucket MA 02554

Tf 888 Rapacki (727 2254)

w Rapacki.com

